

May 12, 2009

Marlene H. Dortch, Esq.  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554  
ATTENTION: EEO Staff  
Policy Division, Media Bureau

**FILED/ACCEPTED**

**MAY 12 2009**

Federal Communications Commission  
Office of the Secretary

NOTE: No Filing Fee Required

Re: **Supplement to Response to EEO Audit Letter**  
Station WCFE-TV, Plattsburgh, NY (Facility ID 46755)  
FCC Registration No. 0009557018


Dear Ms. Dortch:

On behalf of Mountain Lake Public Telecommunications Council (MLPTC), we transmit herewith a supplement to the response of noncommercial educational Station WCFE-TV, Plattsburgh, New York to an FCC audit letter request for information concerning its EEO program.

On April 30, 2009, MLPTC submitted its response to an FCC EEO audit letter dated March 23, 2009. In response to a request by FCC staff, MLPTC now supplements that audit response with a revised EEO public inspection file report for the station's 2008-2009 reporting period. This report contains additional information in Appendix 1 reflecting the position-by-position listing of utilized recruitment sources, and the number of interviewees referred by those sources. MLPTC respectfully requests that the FCC substitute the attached for the Exhibit A provided with WCFE-TV's initial April 30, 2009 EEO, and continue to process this matter.

Should any questions arise concerning this response, kindly contact this office.

Very truly yours,



Barry S. Persh

Enclosure

cc: Estella Salvatierra, FCC

Marlene H. Dortch, Esq.

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bcc: Lisa Hoff (public file copy) ✓

## **Annual EEO Public File Report Form**

Mountain Lake Public Telecommunications Council

[Call Sign - WCFE]

### **Annual EEO Public File Report**

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [WCFE and Communities of License] and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning February 1, 2008 to and including January 31, 2009 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person, over the telephone or by e-mail

Appendix 1  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2008 to January 31, 2009  
Station(s) Comprising Station Employment Unit: [Station Call Signs - WCFE]

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	PBS News & Public Affairs Host/Producer	Person from the outside – word of mouth	2
2	Director of Fundraising & Business Development	Was a staff person already at the station	11
3	Producer/Director of Photography/Editor	Had resume in-house already/staff called him	1
4	Supervising Producer/Writer Documentary	Applied for an earlier position/resume in-house	7
5	Videographer/Editor Level 1	In-house posting/employee	1
6	Corporate Marketing Rep	Monster.com	3
7	Master Control Board Operator	MLPBS website	4

Total Number of Persons Interviewed During Applicable Period: 29

	Full-time Positions Filled By Job Title	Sources used to publicize the opening (# of interviewees)
1	PBS News & Public Affairs Host/Producer	In-House Job Posting (0) MLPBS Wesbsite (1) Chamber of Commerce – Oppshop.org (0) PBS Connect (0) Department of Labor in Vermont (0) ETS (0) Department of Labor in New York (0) Westaff (0) Connecticut Schools of Broadcasting (0) Memsys – Kay Mosko (0) NYS Broadcasters Association (0) PlattNet Solutions (0) Production HUB (0) Wyeth Pharmaceuticals (0) CPB Jobline (0) One WorkSource-Elizabethtown (0) Person from the outside– word of mouth (1)
2	Director of Fundraising & Business	In-house posting (1)

	Development	MLPBS Website (0) Press Republican/monster.com (4) ETS (0) Department of Labor in New York (1) Westaff (0) Chamber of Commerce – Oppshop.org (0) Connecticut Schools of Broadcasting (0) Department of Labor in Vermont (0) Production HUB (0) NYS Broadcasters Association (0) Wyeth Pharmaceuticals (0) PBS Connect (0) PlattNet Solutions (0) CPB Jobline (1) The Chronicle’s Philanthropy Careers (1) MaxSys (0) Burlington Free Press (0) TV Jobs (0) Current (0) One WorkSource-Elizabethtown (0) Person from the outside– word of mouth (1) Interviewee did not recall/no indication (2)
3	Producer/Director of Photography/Editor	The station was given an “Exempt” status for an emergency situation (1)
4	Supervising Producer/Writer Documentary	In-house posting (0) MLPBS Website (0) ETS (0) Department of Labor in New York (0) Westaff (0) Chamber of Commerce – Oppshop.org (0) Connecticut Schools of Broadcasting (0) Department of Labor in Vermont (0) Production HUB (1) Wyeth Pharmaceuticals (0) Memsys - Kay Mosko (0) NYS Broadcasters Association (0) PlattNet Solutions (0) One WorkSource-Elizabethtown (0) Personal reference (1) Applied for earlier position/unknown/unspecified internet/workshop (5)
5	Videographer/Editor Level 1	In-house posting (1) MLPBS Website (0) ETS (0) Department of Labor in New York (0) Westaff (0) Chamber of Commerce – Oppshop.org (0)

		Connecticut Schools of Broadcasting (0) Department of Labor in Vermont (0) Production HUB (0) NYS Broadcasters Association (0) PlattNet Solutions (0) Wyeth Pharmaceuticals (0) Memsys - Kay Mosko (0) One WorkSource-Elizabethtown (0)
6	Corporate Marketing Rep	In-house posting (0) MLPBS Website (0) Press Republican/monster.com (2) ETS (0) Department of Labor in New York (0) Westaff (0) Chamber of Commerce – Oppshop.org (0) Connecticut Schools of Broadcasting (0) Department of Labor in Vermont (0) Production HUB (0) NYS Broadcasters Association (0) PlattNet Solutions (0) Wyeth Pharmaceuticals (0) Memsys - Kay Mosko (0) One WorkSource-Elizabethtown (0) Montreal Gazette (1) Career Development Ctr's Student Emp. (0) PBS Connect (0)
7	Master Control Board Operator	In-house posting (0) MLPBS Website (2) Press Republican/monster.com (2) ETS (0) Department of Labor in New York (0) Westaff (0) Chamber of Commerce – Oppshop.org (0) Connecticut Schools of Broadcasting (0) Department of Labor in Vermont (0) Production HUB (0) NYS Broadcasters Association (0) PlattNet Solutions (0) Wyeth Pharmaceuticals (0) Memsys - Kay Mosko (0) One WorkSource-Elizabethtown (0) PBS Connect (0)

Appendix 2 (Page 1 of 2)

Annual EEO Public File Report Form

Covering the Period from February 1, 2008 to January 31, 2009

Station(s) Comprising Station Employment Unit: [Station Call Sign - WCFE]

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
A	Press Republican	4	
B	ETS		
C	NYS Dept. of Labor	1	
D	Westaff		
E	MLPBS Website	3	1
F	Chamber-oppshop.org		
G	Career Fair		
H	In-house posting	2	2
I	*ProductionHUB	1	
J	Learned from an underwriter		
K	America' Job Bank.com		
L	*Wyeth		
M	*Conn. School of Broadcasting		
N	*Resources Unlimited		
O	*NYS Broadcasters Assoc.		
P	Staff Referral	1	
Q	Blind Submission		
R	Heard from outside source/personal reference	2	1
S	Previously interned @ the station		
T	PBS Connect Forum		
U	Current		
V	The Suburban		
W	Graigs list.com		
X	*NETA		
Y	Memsys Listserv		
Z	Monster.com	4	1
AA	CPB.org	1	
BB	Chronicle of Philanthropy	1	

CC	When asked they could not remember what website they had found ad on	1	
DD	No indication in cover ltr	1	
EE	Applied for earlier position	2	2
FF	Internet/didn't specify web address	1	
GG	WGBH Workshop	2	
HH	Montreal Gazette	1	
II	Unknown	1	

TOTAL: 29 7



MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL  
(Mountain Lake PBS) Call Letters (WCFE)  
EEO PUBLIC FILE REPORT & POST ON THE WEBSITE  
Covering Period - February 1, 2008 – January 31, 2009  
Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	PBS News & Public Affairs Host/Producer	3-4-08	5-12-08	Person from the outside – word of mouth	2	1
1	Director of Fundraising and Business Development	11-8-07 & 1-28-08	6-9-08	Internal staff member/In-house posting	11	1
1	Producer/Director of Photography/Editor	7/8/08	7/14/08	Had resume in-house already/staff called candidate	1	1
1	Supervising Producer/Writer Documentary	5/29/08	7/30/08	Applied for an earlier position-resume in-house	7	1
1	Videographer/Editor Level 1	9/19/08	10/31/08	In-house posting	1	1
1	Corporate Marketing Rep.	9/18/08	1/5/09	Monster.com	3	1
1	Master Control Board Operator	11/25/08	1/26/09	MLPBS Website	4	1

<b>TOTAL</b>					<b>29</b>	<b>7</b>
7						

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	<b>Press Republican</b>	Classified Department	4	
	170 Margaret Street	518-565-4105		
	Plattsburgh, NY 12901			
2	<b>ETS</b>	Several Contacts		
	142 Boynton Avenue	518-562-4673		
	Plattsburgh, NY 12901			
3	<b>NYS Dept. of Labor (One Worksource)</b>	Sue Myers	1	
	194 US Oval	518-561-0430		
	Plattsburgh, NY 12901			
4	<b>Westaff</b>	Gary Wagoner		
	307 W Bay Plaza	518-566-6061		
	Plattsburgh, NY 12901			
5	<b>North Country Chamber of Commerce</b>	www.opppshop.org		
	P.O. Box 310 (7061 Rt. 9)	518-563-1000		
No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
	Plattsburgh, NY 12901			
6	<b>Mountain Lake PBS (website)</b>	www.mountainlake.org	3	
	One Sesame Street	518-563-9770		
	Plattsburgh, NY 12901			
7	<b>Connecticut Schools of Broadcasting</b>	csbnewjersey@800tvradio.com		yes
	377 Route 17 South Penthouse	201-288-5800 (www.800tvradio.com)		
	Hasbrouck Heights, NJ 07604	or Tom DeFranco		
8	<b>In-House Posting/Staff Referral</b>		3	
9	<b>Learned about position from underwriter</b>			

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
10	<b>NYS Broadcasters Association</b> 1805 Western Avenue, Albany, NY 12203	Sandy 518-456-8888		yes
11	<b>Applied for an earlier position</b>		2	
12	<b>Vermont Department of Labor</b> 63 Pearl Street Burlington, VT 05401-4331  Vermont Job Link – when ad goes through VT Dept. of Labor, it will also go to VT Job Link	Bradley Quinn Page 63 Pearl Street Burlington, VT 05401 802-652-0339		
13	<b>Job Fair</b>	Contacts are all different depending on who is running the Job Fair		
14	<b>ProductionHUB.com</b> 801 W. Fairbanks Avenue Winter Park, FL 32789	Tara 407-629-4122	1	yes
15	<b>America=s Online Job Bank.com</b>			
16	<b>Wyeth Pharmaceuticals</b> 64 Maple Street Rouses Point, NY 12979	Barbara E. Hebert 518-297-5707		yes
17	<b>Sent in blind submission</b>			
18	<b>Heard from an outside source/personal reference</b>		2	
19	<b>Previously interned @ the station</b>			
20	<b>PBS Connect Forum</b>	On-line form		
21	<b>Current</b> 6930 Carroll Avenue, Suite 350 Tacoma Park, MD 20912	Fax: 301-270-7241 <a href="mailto:Loreal@current.org">Loreal@current.org</a> or <a href="mailto:Behrens@current.org">Behrens@current.org</a> (Steve Behrens) <a href="mailto:classifieds@current.org">classifieds@current.org</a>		
21	<b>The Suburban - Montreal</b>	Contact is whoever picks up the phone		
22	<b>Craig's list.com</b>	On-line		
23	<b>Memsys.listserve</b>	Kay Mosko or Nick Herlick		
24	<b>Monster.com</b>		4	
25	<b>CPB.org</b>	Website cpb.org (CPB Jobline)	1	
26	<b>Chronicle of Philanthropy</b>	Philanthropy.com/jobs Tim Sieja – <a href="mailto:jobs@chronicle.com">jobs@chronicle.com</a>	1	

27	When asked at interview they could not remember what website he had found it on	N/A	1	
28	No indication on cover letter	N/A	1	
29	Internet/Didn't specify website address		1	
30	WGBH Workshop		2	
31	Montreal Gazette	On-line Classified Ad	1	
32	Unknown		1	

	<b>TOTAL:</b>		<b>29</b>	
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Filename: EEO/Positions Filled

ATTACHMENT C

Appendix 3

Annual EEO Public File Report Form

Covering the Period from February 1, 2008 to January 31, 2009

Station(s) Comprising Station Employment Unit: WCFE

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE]**

Station(s) Claiming Credit: Mountain Lake Public Telecommunications Council

1. Type of Activity Under New EEO Rule: [Job Fair, Scholarship Program, Etc.] Career Fair

Date of Station Participation: 5/7/08

Participating Employees: Lisa Hoff, Executive Assistant, Sharlene Petro-Durgan, Business Manager

Host/Sponsor of Activity: The Plattsburgh-North Country Chamber of Commerce  
JOB FAIR

Brief Description of Activity and Station Participation: 5 resumes were received and distributed to the proper department. We had an open position for a Director of Fundraising and Business Development. We had all internship job descriptions available with business cards for those particular departments. We also handed out volunteer opportunities and applications for employment with the station.

These career/job fairs are intended to look for employees for the organization and to meet with many applicants. We want to let the possible future employees to know about the career opportunities the station has to offer. We will be distributing copies of job descriptions, job applications, interview questions (for those we interview), volunteer brochures (for anyone interested in volunteering opportunities at the station), distributed copies of our current Highpoints Program Guides®, station banners with our logo and name to be displayed. We will also be gathering resumes and displaying our product.

2. Activity: "Broadcasting Career Fair"

Date(s): March 24-30, 2008 – Certificate of Compliance dated April 2, 2008

Participating Employees: Sharlene Petro-Durgan, Business Manager & Lisa Hoff, Executive Assistant

Host/Sponsor of Activity: The New York State Broadcasters Association, Inc.

Brief Description of Activity and Station Participation: Mountain Lake PBS promoted the event by broadcasting announcements over the two weeks prior to

the event. Station personnel participated on the Publicity and Implementation Committees. And, on the day of the event, station personnel interviewed attendees.

3. Activity: Career Night 2008

Date(s): April 3, 2008

Participating Employees: Sharlene Petro-Durgan, Business Manager Lisa Hoff, Executive Assistant

Host/Sponsor of Activity: The Career Development Center/SUNY Plattsburgh

Brief Description of Activity and Station Participation: The position types were Full-Time Internship and the majors/titles were Communications, Marketing, and Education. These career/job fairs are intended to look for employees for the organization and to meet with many applicants. We want to let the possible future employees to know about the career opportunities the station has to offer. We will be distributing copies of job descriptions, job applications, interview questions (for those we interview), volunteer brochures (for anyone interested in volunteering opportunities at the station), distributed copies of our current Highpoints Program Guides@, station banners with our logo and name to be displayed. We will also be gathering resumes and displaying our product.

4) Activity: Job Fair

Date: September 10, 2008

Participating Employees: Sharlene Petro-Durgan, Director of Finance & Administration and Lisa Hoff, Executive Assistant.

Host/Sponsor of Activity: North Country Chamber of Commerce – held at the Comfort Inn

Brief Description of Activity and Station Participation: Sharlene and I had all unpaid department internship job descriptions available. We also had one job opening for an “Associate Producer/Researcher” and had the job description available for those who wanted a copy. The station handed out volunteer opportunities, applications for employment and Highpoints Bulletins. We collected ten resumes.

5) Activity: Internship & Career Fair

Date: November 5, 2008 – 1-4 p.m.

Participating Employees: Sharlene Petro-Durgan, Director of Finance & Administration and Lisa Hoff, Executive Assistant

Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Sharlene and I had all unpaid department internship job descriptions available. We also had one job opening for a Corporate Marketing Representative position (Sales) and had the job description available for those who wanted a copy. The station handed out volunteer opportunities, applications for employment and Highpoints Bulletins. We collected nine resumes.

6) Activity: Career Night XXXIII

Date: Thursday, April 2, 2009 – 4:30-9:00 p.m.

Participating Employees: Sharlene Petro-Durgan, Director of Finance & Administration and Lisa Hoff, Executive Assistant

Host/Sponsor of Activity: SUNY Plattsburgh School @ the Angell College Center

Brief Description of Activity and Station Participation: Sharlene and I had all unpaid department internship job descriptions available. We also had one job opening for a Corporate Marketing Representative position (Sales) and had the job description available for those who wanted a copy. The station handed out volunteer opportunities, applications for employment, Highpoints Bulletins and Art Auction Information and volunteer opportunities. We collected one resume but handed out business cards corresponding to the department internship job description they were interested in. We had one teacher who wanted to volunteer in the Education department.

TRAINING FOR STATION PERSONNEL, MANAGEMENT TRAINING ON  
EMPLOYMENT MATTERS AND AN INTERNSHIP PROGRAM  
(February 1, 2008-January 31, 2009)

Strategic Plan Action Plan for 2008-2009

Goal #2 : Create a positive workplace environment.				
Objective	Action Step (Who's responsible? )	By when	Measures of success	Status / Comments
Provide professional development opportunities.	Create a method for researching internal department or individual professional development needs. (Business Manager)	1/31/08	Training list created.	Will use performance evaluations to build training list. Will send to exec. staff once completed for any additions or changes. Moved to FY 09

Director of Finance and Administration attended the following workshops:

4/29/08 EAS "Managing Generational Trends: Finding and Keeping Good People in Your Workplace"  
5/30-6/1/08 PBMA Conference workshop "HR as a Strategic Partner".  
7/17/08 PBMA Telephone Toolkit "Fair Labor Standards Act".  
9/17/08 Human Resource Leadership  
3/10/09 "Managing and Mitigating Internal Pay Issues"

Director of Communications attended the following workshops:

7/17/08 PBMA Fair Labor Standards Act training  
9/07 – 6/08 North Country Leadership Program

Director of Education and Outreach attended the following workshops:

3/6/08 Celebration of Teaching and Learning in NY

Education Outreach Initiatives

1. Literacy Outreach - The education department has a large literacy outreach component. It provides

literacy strategies to area childcare providers, educators and parents. It also provides free books to practice these strategies.

2. Outreach activity 2 is providing the EdVideo service to area schools and adult literacy programs.



Through this activity we provide a multi-media download service to area schools as well as training on how to use this service.

Executive Assistant and Account Clerk attended the following webinar:

4/09 PBMA Toolkits Audio Seminar on EEO Compliance – Follow the FCC Basics To Avoid Unnecessary Fines. Informative toolkit that reviewed the basic FCC requirements that regularly impact all broadcasters. Presenters: Katrina Gleber and John Bagwell from Lerman Senter, PLLC in Washington, DC

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

#### INTERNSHIPS:

#### Strategic Plan Action Plan for 2008-2009

<b>Goal #4 : Build our identity as the region's storyteller.</b>				
Objective	Action Step	By When	Measure	of Success
Status/Comments				
Develop new talent and ideas by becoming a lab for young professionals	Promote internships at local colleges and community events. (Director of Finance and Administration)	5/1/08	Plan and hold Open House	Open House held March 24, 2008. Tabling done at PSUC 3/24 and 3/25. Completed. Ongoing. Moved to FY09.
	Create relationships with specific people at each local college to encourage Internships and other partnerships. (exec staff)	5/1/08	Each exec staff creates a list with name of each contact, place, and last meeting.	IN PROGRESS: Relationship with SUNY's Communications Department Assistant Professor, Jonathan Slater; Relationship with SUNY's Business Department Internship Coordinator. Dir. of Production and Programming attended Burlington College Career Day, met with Barry Snyder, Dept. chair and Allan Nicholls, faculty there.
	Formalize internal internship program and/or Lab experience	6/30/08	New Interns/Lab folks say that they came to MLPBS because of a	Several 08 Practicum students cited word of mouth references.

so that "graduates" tell others about the value of working with MLPBS. (Director of Finance and Administration)		testimonial from someone.	Ongoing. Moved to FY09.
Improve internships by creating an exit questionnaire seeking satisfaction levels and recommendations on how to improve the experience. (Director of Finance and Administration)	5/1/08	Quality and quantity of interns increases.	Moved to FY09.

SUNY Plattsburgh Internship Program – The Director of Fundraising and Business Development, Coordinator of Special Events and Volunteers, Director of Production and Programming took advantage of this internship program (see attachments).

Champlain Central High School – The Director of Production and Programming took advantage of this internship program (see attachments).

VESID - The Director of Production and Programming took advantage of this paid internship program (see attachment).

Clinton Community College Internship Program – The Director of Communications took advantage of this internship program (see attachment).

Six Weeks of Employment Earnings for Teens {SWEET} – The Development and Production department utilized 4 SWEET students for the summer, which started Monday, July 7<sup>th</sup>. These teen workers are all female and aged 14-15 years old. They come to us with an interest in building their administrative skills and real life work experience. Although they are technically volunteering with the station, they are compensated for their time through the SWEET Worker Program. Mountain Lake PBS aims to give the workers a variety of administrative experiences while instilling professional work ethics and values. This symbiotic relationship benefits the station by allowing the workers to complete important tasks, such as the organization of office supplies, data entry, filing, answering phone, etc. (see attachment)

Practicum Program – The practicum program is different than the internship program whereas the students need approval from the college and be recommended. (see attachment)